

National Workshop for State Home Demonstration Leaders
March 4-17, 1948
Purdue University

WORKSHOP NO. 1. Administrative Responsibilities Assigned to State Home
Demonstration Leaders

The distinction between administration and supervision is a fine one. Dr. Ralph W. Tyler has listed the following major divisions of activity of administration:

1. The provision of funds
2. The provision of personnel
3. The organization of staff and their relationships among themselves and to appropriate groups outside
4. The development of policy and planning of program
5. The provision of material
6. The creation of favorable working conditions
7. The evaluation of the work and its various parts
8. The interpretation of the work to the public and to special groups.

Other work groups will consider selecting personnel, program development, evaluation. Possibly this group may wish to consider:

- a. The organization of the home economics extension staff, their relationships among themselves; with other members of the State extension staff; with departments, agents, and outside groups.
- b. How the work of the State leader can assist the State Director in his job.
- c. The creation of favorable working conditions for the State leader and staff members; office organization and management; housing, etc.
- d. The interpretation of the work to the public and to special groups.

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WORKSHOP NO. 2. Personnel For Home Demonstration Work

There are now (June 30, 1947) 3,176 home demonstration agents and assistants, an increase of 31 percent over 1942; of these, 368 are Negro workers.

Turnover continues to be high. In 1946 about 18 percent of the home demonstration agents resigned and had to be replaced. During 1947 there were 202 new positions of home demonstration agents or assistants. There are still 772 counties without home demonstration agents.

Is it becoming any easier to employ home demonstration agents than during war years? What are some solutions to the scarcity of suitable candidates? What other factors are involved in expansion of State and county staffs?

Following are some of the items that this workshop group may wish to consider:

a. Maintaining and Expanding State and County Staffs:

Recruiting
Selection
Salaries and Promotions

b. Training

Pre-service
Induction
In-service

c. Work load of Home Demonstration Agent; Home Economics Specialist; Supervisor

Number of home demonstration club meetings
Evening work
Six-day week Etc.

d. Morale -- Counselling

Living conditions
Working conditions
Personal problems

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WORKSHOP NO. 3. Developing The Program

About one-fifth of their time is spent by county home demonstration agents on organization and planning. The percentage of time spent on these functions has made a gain of 4 percent in the past 3 years. Corresponding percentages for county agricultural agents and State extension workers are quite a bit less.

Modern program planning is a joint effort between rural people and representatives of agencies serving them; final decisions regarding the program rest with the farm people after full discussion of facts.

In 2,871 counties, close to 496,000 leaders assisted in Extension organization and planning during 1946. But the total time devoted by farm people to program planning and the extent to which they participate vary markedly from county to county.

What are the strengths and weaknesses in present method of Extension program planning? To what extent is there "grass roots" representation in planning? What are some of the most effective program planning procedures?

This group may wish to consider the following items:

- a. How determine problems.
- b. How plan program democratically.
- c. Effective program planning procedures.
- d. Place of Home Demonstration groups, State and County Councils, Agricultural Planning Committees, and other related groups in program planning.

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WORKSHOP NO. 4. Carrying on Educational Programs in
 Newer Fields

Extension is accustomed to undertaking work in new fields and attacking increasingly complicated problems. We are now in a period of especially rapid social and economic change. People are facing difficult, competitive, and highly complex situations.

To what extent are we appraising Extension programs in the light of such changes? To what extent are we recognizing the increasing importance of questions of public policy, and problems of attitudes and human relations?

Because of experience in working with rural people, what is Extension's responsibility for leadership in broader fields? What is Extension's function in relation to these broader fields?

- a. Health and Medical Services
- b. Public Policies
- c. Citizenship
- d. Religion
- e. Family Life
- f. Recreation
- g. Cultural arts

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WORKSHOP NO. 5. Evaluation of Home Demonstration Program

In the study, "Analysis of the Home Demonstration Agent's Use of Time", made in 46 States in 1945, a large majority of the home demonstration agents indicated that two of the most difficult phases of their work are:

1. Obtaining records of practices adopted by rural people
2. Determining standards for measuring results.

More than half of the agents (57%) listed records and reports as the part of the job which they disliked most. What are the strengths and weaknesses of present methods of evaluating results?

To what extent are State home demonstration leaders helping home demonstration agents, supervisors, and specialists develop satisfactory techniques for measuring results?

How does a State home demonstration leader evaluate the work of the home demonstration staff? and of herself?

This group may wish to consider the following items:

- a. Evaluation of methods and procedures used
- b. Evaluation of program results - tangible and intangible values
- c. Planning, preparing and using evaluation devices, including reports
- d. Place of home demonstration leader, persons in charge of studies, specialists, agents, and people in evaluation.
- e. Evaluation of personnel - rating scales and use of findings

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WORKSHOP NO. 6. Organization of County and Community
To Reach More People

The 1946 report of Extension work indicates that 1,998,632 farm homes, or approximately one-third of the farm homes of the United States were influenced to change homemaking practices, as a result of home demonstration work.

In addition, home demonstration work influenced more than 1,076,557 other homes. This means that in 1946 some 3 million homes in the Nation were reached by home demonstration work.

While this is a record to be proud of, it indicates a decrease of about 6 percent from 1945 figures. What are the reasons for this decrease?

We may also wish to raise this question: Why more than two-thirds of the farm homes in the United States were not influenced by home demonstration work in 1946?

What of the trend in this regard? During the past 5 years, the decrease in number of farm homes influenced is approximately 2 percent, while the increase in the number of other homes influenced is approximately 22 percent?

The following items might be among the considerations for this workshop group:

1. Suggested types of organization for Extension work in a county.
2. Integration of work of all agencies on rural problems.
3. Cooperation with related groups and agencies to get effective group action.
4. Wider use of volunteer leaders.
5. Wider use of avenues of publicity: magazines, press, radio; advantages and disadvantages of National Home Demonstration Week being made an annual affair.
6. Wider use of result demonstrations, tours, achievement days.

